

VIA eFILE

PATENT APPLICATION  
Docket No. 14531.122

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of		)
		)
	Stuart Ozer, et al.	)
		)
Serial No.:	09/991,025	) Art Unit
		) 2623
Filed:	November 21, 2001	)
		)
Conf. No.:	8197	)
		)
For:	METHODS AND SYSTEMS FOR PLANNING	)
	ADVERTISING CAMPAIGNS	)
		)
Examiner:	Michael P. Van Handel	)
		)
Customer No.:	47973	)

AMENDMENT "C" AND RESPONSE  
AFTER NON-FINAL

VIA eFILE AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office action of October 18, 2006 (paper no. 20061013), please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 12 of this paper.